



FFY08
GRANT APPLICATION
AGREEMENT

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ALASKA HIGHWAY
SAFETY OFFICE

State of Alaska

Department of Transportation and Public

Facilities

P.O. 112500; Suite #200

Juneau AK 99811-2500

Ph: 907-465-2446

Fax: 907-465-4030

www.alaska.gov/highwaysafety

AGENCY NAME AND ADDRESS:		PROJECT TITLE:	
ABATE of Alaska, Inc. P O Box 92213 Anchorage, AK 99509-2213 Non-Profit <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		2008 Motorcycle Awareness & Safety Public Education Campaign PROJECT LOCATION: Statewide/South-Central AK	
GRANT PERIOD:		APPLICATION DATE:	
begin: May 2008	End: Sept 2008	4/11/08	
If this is a continuation of a previous grant, indicate previous AHSO project number: Not applicable			
If previously funded, indicate the total number of months of federal support: Not applicable			
Other Federal or State Support (If using other federal support on this project, it must be identified and explained): Not applicable			
Is this project part of the AK Strategic Highway Safety Plan? If yes, please state the action plan. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Motorcycle Safety and Education			
COST CATEGORY	AHSO	MATCH	TOTAL
(100) Personnel Services	0.00	0.00	0.00
(200) Travel	0.00	0.00	0.00
(300) Contractual Services	41,000.00	12,500.00	53,500.00
(400) Commodities	4,454.55	0.00	4,454.55
(500) Equipment	0.00	0.00	0.00
(600) Indirect Costs (10% of total budget maximum)	4,545.45	0.00	4,545.45
Total	\$50,000.00	\$12,500.00	\$62,500.00

Acceptance of conditions: It is understood and agreed by the undersigned that any funds received as a result of the approval of this application are subject to all State and Federal Governmental Regulations. This project does or will constitute an official part of the Highway Safety Program of the State of Alaska, and will meet all requirements and administrative regulations of the National Highway Traffic Safety Administration and the Federal Highway Administration. The undersigned also agree to perform those activities detailed in the attached proposal and will maintain records documenting expenditure of funds for the activities. Subject to the availability of Federal funding, reimbursement will be made upon submission of a final evaluation report and reimbursement request following completion of grant activities. CEQA #: 20-600 Responsible Individuals within Applicant Organization:

* Financial Manager (second contact):		Phone: 677-0616 (907)	
Title: Bookkeeper	E-mail: jeanine.g@acl.net		
Signature: Jeannie Greene	Date: 4-11-08	Fax: 907-277-8235	
* Auth. Official (authority to spend org. funds):		Phone: 907-349-2079	
Title: President CEO	E-mail: ak-cra.g@ak.net		
Signature: Jay B. Buehler	Date: 4-11-08	Fax: 907-349-1779	
AHSO ONLY:			
Project Assistant (AHSO): Kelly Dille		Grant #: 2010K6 08-01-01 (M)	
		CC: 24461825	
		LC: 30163682	
Approved by (AHSO): Cindy Cashen	Date: 4/21/08	PGM: 57870	PJ: 7077

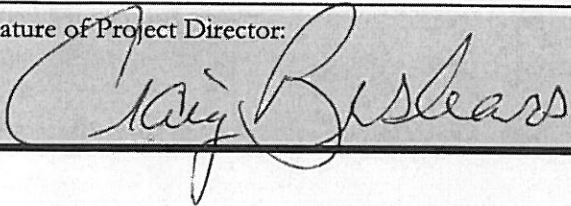
AGREEMENT CONDITIONS

THE FOLLOWING CONDITIONS ARE A PART OF THE PROJECT AGREEMENT AND, AS SUCH, ARE BINDING ON ALL PARTIES TO THE PROJECT AGREEMENT:

- A. **Project Director's Manual:** The Project Director's Manual is a part of this Agreement and is incorporated and made part of this Agreement by reference.
- B. **Property:** State and Local Agencies and Other Non-State Sub grantees: Equipment and other property acquired under this Agreement for use in highway safety projects shall be used and kept in operation for highway safety purposes. State Agencies: Property management standards described in the "State Property Accounting Manual" will be used in accounting for equipment purchased under this Agreement. Local Agencies and Other Non-State Sub grantees: Standards for property management described in 49 CFR 18.32(c) through (e) will be used in accounting for equipment purchased under this Agreement. The Applicant Agency shall seek disposition instructions from the Alaska Highway Safety Office prior to disposing of any item of equipment purchased under this project. Nothing in this Agreement shall prevent the Applicant Agency from following existing property management standards that exceed the requirements set out in 49 CFR 18.32(c) through (e).
- C. **Copyright:** The Alaska Highway Safety Office and the U.S. Department of Transportation reserves a royalty-free, nonexclusive and irrevocable license to reproduce, publish or otherwise use, and to authorize others to use, for State or federal government purposes: (1) the copyright in any work developed under a grant, sub grant, or contract under a grant or sub grant; and (2) any rights of copyright to which a grantee, sub grantee, or a contractor purchases ownership with grant support.
- D. **Sub Awards to Debarred and Suspended Parties:** Grantees and sub grantees must not make any award (sub grant or contract) at any tier to any party which is debarred or suspended or is otherwise excluded from or ineligible for participation in federal assistance programs under Executive Order 12549, "Debarment and Suspension."
- E. **Standards for Americans with Disabilities:** Grantees, contractors, and others who receive funding from the State of Alaska, Department of Transportation and Public Facilities, to provide a service or services to the general public as an agent of the state must certify that all programs, services, and activities operated under the grant or contract are made available to the general public in compliance with the Americans with Disabilities Act of 1990. Grant or contract recipients are subject to state review.
- F. **Procurement Standards:** Grantees and sub grantees will use their own procurement procedures which reflect applicable State and local laws and regulations, provided that the procurements conform to applicable federal law and the standards identified in 49 CFR 18.36.
- G. **Progress Reports:** The Applicant Agency will submit quarterly narrative progress reports by the 15th of the month following the end of each calendar quarter and an annual evaluation report by November 15th during the life of the project.
- H. **Financial Reports:** The Applicant Agency certifies that it has an accounting system capable of properly accounting for expenditures made under this project. Claims for costs incurred may be submitted no more frequently than monthly nor less frequently than quarterly. Claims will be accompanied by supporting documentation as described in the Project Director's Manual.
- I. **News Releases:** The Alaska Highway Safety Office encourages agencies to publicize Highway Safety project approval. The Alaska Highway Safety Office shall be named as the granting agency in any news releases announcing the approval of this project. Any subsequent news releases written by the Applicant Agency shall mention the Alaska Highway Safety Office.
- J. **Highway Safety Tag:** The Alaska Highway Safety Office shall be noted as the sponsor or co-sponsor in any public information materials developed under a highway safety project. This requirement includes: public service announcements on radio and television, newspaper advertisements, pamphlets and brochures, and promotional "give-aways" such as bumper stickers, key chains, etc.
- K. **Record Retention:** All financial and programmatic records, supporting documents, statistical records, and other records of the Applicant Agency which are required to be maintained by the terms of 49 CFR 18.42 and other records reasonably considered as pertinent to program regulations or the project agreement must be retained for a period of three years after submittal of the final claim. Additional record retention requirements may be found in 49 CFR 18.42 and are incorporated and made part of this Agreement by reference. The awarding agency and the Comptroller General of the United States, or any of their authorized representatives, shall have the right of access to any pertinent books, documents, papers, or other records of grantees and sub grantees which are pertinent to the grant, in order to make audits, examinations, excerpts, and transcripts.

- L. **Enforcement:** If the Applicant Agency materially fails to comply with any term of this Agreement, the Alaska Highway Safety Office may take one or more of the actions listed in 49 CFR 18.43(a)(1) through (5), as appropriate in the circumstances. Additional provisions for enforcement are listed in 49 CFR 18.45(b) through (d).
- M. **Termination for Convenience:** Except as provided in 49 CFR 18.43, this Agreement may be terminated in whole or in part only as follows: (a) by the Alaska Highway Safety Office with the consent of the Applicant Agency, in which case the two parties shall agree upon the termination conditions, including the effective date, and, in the case of partial termination, the portion to be terminated, or (b) by the Applicant Agency upon written notification to the Alaska Highway Safety Office, setting forth the reasons for such termination, the effective date, and, in the case of partial termination, the portion to be terminated. If, however, in the case of a partial termination, the Alaska Highway Safety Office determines that the remaining portion of this Agreement will not accomplish the purposes for which the award was made, the Alaska Highway Safety Office may terminate the Agreement in its entirety under either 49 CFR 18.43 or paragraph (a) of this section.
- N. **Audit:** The Applicant Agency agrees to arrange for a financial and compliance audit as required under the Single Audit Act of 1984 and to provide a copy of the final audit report to the Alaska Highway Safety Office upon request. The CFDA (Catalog of Federal Domestic Assistance) number of the State and Community Highway Safety Program is 20.600. The financial agency responsible for arranging for the audit shall be advised by the applicant agency of this number.
- O. **Laws of Alaska:** This Agreement shall be governed in all respects by the laws of the State of Alaska.

Signature of Project Director:



Date:

April 11, 2008

CERTIFICATION REGARDING FEDERAL LOBBYING:

Certification for Contracts, Grants, Loans, and Cooperative Agreements:

The undersigned certifies, to the best of his or her knowledge and belief, that:

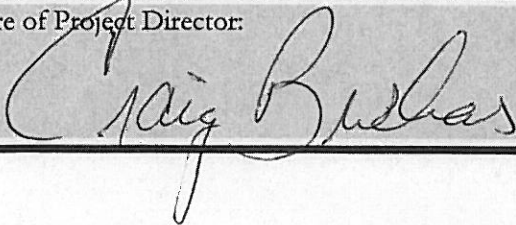
- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, sub grants, and contracts under grant, loans, and cooperative agreements) and that all sub recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

Signature of Project Director:



Date:

April 11, 2008

2008 Motorcycle Awareness & Safety Public Education Campaign Proposal



Photo by: Craig Breshears

Prepared for: **Craig Breshears, CEO
Alaska Biker's Advocating Training and
Education of Alaska, Inc.**

Prepared by: **Mary L. Paye**

Prepared on: **April 11, 2008**

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Section 1: Project Budget

(100) Personnel Services- Payroll		AHSO	Grantee Match	Total
None				
Personnel Total:		\$0.00	\$0.00	\$0.00
(200) Travel				
None				
Travel Total:		\$0.00	\$0.00	\$0.00
(300) Contractual Services				
Media Services / Motorcycle Awareness Television				
1	Commercials	\$25,000.00	\$5,000.00	\$30,000.00
2	Media Services / Radio Spots and Commercials	\$10,000.00	\$7,500.00	\$17,500.00
3	Police Escort Service/The Gathering	\$3,000.00		\$3,000.00
4	Printing (Posters, newsletter & flyers)	\$3,000.00		\$3,000.00
5				\$0.00
Contractual Services Total:		\$41,000.00	\$12,500.00	\$53,500.00
(400) Commodities				
Motorcycle Awareness Campaign Promotional				
1	Materials	\$2,454.55		\$2,455.
2	Postage	\$1,000.00		\$1,000.00
3	Project Supplies (paper for posters, flyers, etc.)	\$1,000.00		\$1,000.00
Contractuals Total:		\$4,454.55	\$0.00	\$4,454.55
(500) Equipment				
None				\$0.00
Equipment Total:		\$0.00	\$0.00	\$0.00
(600) Indirect Costs (10% maximum of total budget)				
Total Indirect Costs:		\$4,545.45	\$0.00	\$4,545.45
Total Project Costs:		\$50,000.00	\$12,500.00	\$62,500.00

Section 2: Budget Narrative

100 Personnel:

This proposal contains no requests for personnel funds.

200 Travel:

This proposal contains no requests for travel funds.

300 Contractual Services:

Funding in the amount of \$41,000 is requested for the media campaign associated with this project. The breakdown of those expenses is explained as follows:

- \$25,000 is requested to secure statewide television advertising time/commercials to be aired throughout the State of Alaska during the months of May, June, July and August, 2008. This quote was obtained from price quotes ABATE of Alaska, Inc. received in support of this public awareness campaign.
- \$10,000 in funding is sought to purchase statewide radio advertising time during the summer of 2008 (May/June/July & August).
- \$3,000 is needed for printing of promotional materials that further deliver the Motorcycle Awareness and Education theme which will be distributed throughout the state at various motorcycle gatherings throughout the season and by community partners that have agreed to distribute these materials to their clients, customers, loved ones and friends.
- \$3,000 is budgeted to provide Police Escort Service at ABATE of Alaska, Inc's first ride of the season – The Gathering. This event will draw a large attendance and will include a dedication by a prominent public figure and a min-tour of the Anchorage and surrounding areas. Because the impact of the group on the general public is so large, in an effort to control traffic patterns and keep the impact on the general public to a minimum, Police Escorts for this ride are routinely provided.

400 Commodities:

Funding in the amount of \$4,454.55 is requested for purchasing varied commodities associated with this project. The breakdown of those expenses is as follows:

- \$2,454.55 is requested to purchase promotional materials that will promote Motorcycle Awareness and Safety throughout the life of this project. Such items may include ready-made print materials available through the National Highway Traffic Safety Administration or custom designed print materials that promote the message of this campaign. All printed materials will be distributed to those in attendance at ABATE of Alaska, Inc.'s 2008 Motorcycle Events, as well as the general public by community partners and businesses.

- \$1000 in funding is sought to pay postage costs associated with the mailing of the ABATE of Alaska, Inc. newsletter, a publication that continually promotes safe riding habits and motorcycle safety that is mailed to all ABATE of Alaska, Inc. members
- \$1000 is budgeted to purchase Project Supplies such as paper, computer toner or ink, and varied miscellaneous commodities for creating the print materials (newsletters, flyers, posters, and the like) to be posted throughout South-central Alaska to advertise upcoming motorcycle ride events and Motorcycle Awareness and Safety in general.

500 Equipment:

This proposal contains no requests for equipment funds.

600 Indirect Costs (10% maximum of total budget):

\$4,545.45 is budgeted for indirect charges at a maximum fixed rate of 10%, as stated within the Request for Proposal documentation.

Section 3: Project Narrative

Executive Summary

In 2006, the residents of the State of Alaska lost 8 members of its vastly diverse communities to fatal accidents involving motorcycle riders. While that number may not seem like a high statistic, when you think of the lives of those they left behind – the loved ones and friends – and the loss of contributions each of those individuals were making to his/her communities, the tragedy is far reaching. General consensus of motorcycle industry leaders, dealerships, and riders suggests that motorcycle accidents in general could be reduced significantly through an increase in public awareness. To assist the Transportation & Public Facilities, Alaska Highway Safety Office deliver its mission “to enhance the health and well being of Alaska’s people through programs aimed at saving lives and preventing injuries on Alaska’s highways,” Alaska Bikers Advocating Training & Education (ABATE) of Alaska, Inc. seeks funding to launch a Public Awareness Campaign in conjunction with nationally recognized May 2008 Motorcycle Awareness Month designed to reduced the number of motorcycle crashes within Alaska by 25% compared to motorcycle crash statistics from the 2006 riding season.

Problem/Needs Statement

Over the last decade, motorcycle fatalities nationwide have doubled. Between 2005 and 2006, motorcycle fatalities increased an alarming 62.5% within the State of Alaska. Data collected by the Fatal Analysis Reporting System (FARS) reports there were 3,345 total injury crashes nationwide during the 2006 calendar year. Although the 2007 Total Injury Crashes data has yet to be reported by FARS, it is known that 84 fatalities were experienced nationally as a result of motorcycle-related traffic accidents.

Per a recent conversation with Mr. Chris Thomas, Alaska Highway Safety Office (AHSO), as was the case with the 2007 FARS statistics, the 2007 Alaska Motorcycle Statistics data will not be available until late August or September 2008. However, a review of information obtained from the AHSO website, reported 308 motorcycle accidents – 18 of those fatal - throughout the State of Alaska, between the years 2004 and 2006. According to AHSO data, there were 85 motorcycle crashes – 8 of those fatal - on Alaska's highways in 2006 alone. (Appendix A). When involved in a traffic-related accident, a motorcyclist is 26 more times likely to die compared to a passenger car occupant.

Challenging riding conditions in Alaska make motorcycle operation within this state very hazardous. Unfortunately, environmental issues such as frost heaves and the effects of permafrost on Alaskan road surfaces are a regular occurrence on Alaska's roadways that Alaskan riders must become familiar. Since statewide funding for maintenance of Alaska's roads is already stretched and these types of maintenance issues cannot always be corrected by the time a new riding season begins, riders need to be educated and aware of the potential dangers before experiencing them first-hand on Alaskan roadways.

According to AHSO data, the State of Alaska experienced a 44% increase in the number of motorcycle registrations between 1997 and 2006. It can be assumed that as ridership increases and the number of motorcycles using Alaska's highways increases, the need for driver / rider awareness education and training becomes increasingly important.

Goals and Objectives

Alaska Bikers Advocating Training and Education (ABATE) of Alaska, Inc. is a non-profit organization that works to promote Motorcycle Awareness Programs and encourages all motorists to be cautious of motorcyclists in an effort to reduce and/or prevent traffic-related motorcycle accidents.

ABATE of Alaska, Inc. offers an ABATE Rider Education Program – an educational program (taught exclusively by Motorcycle Safety Foundation (MSF) certified rider coaches) that trains riders of all ability levels not only the rules governing motorcycle operation on Alaska's highways, but also the techniques to do so safely. This program is recognized by the State of Alaska, Department of Motor Vehicles (DMV). Upon successful completion of an ABATE Rider Education Program, riders are issued a student's motorcycle endorsement without further testing. Additionally, ABATE of Alaska, Inc. is also authorized

by the State of Alaska, DMV to administer the state motorcycle endorsement test to those riders that choose not to take advantage of the Rider Education Program.

It is believed that the primary reason for the increasing motorcycle-related accident trends is lack of driver / rider awareness and education. As the 2008 Alaskan riding season rapidly approaches, other drivers, as well as motorcyclists, must all be reminded that Alaskan highways are shared resources among many user groups and that caution must be taken in order for all to use our roadways safely.

In conjunction with May 2008 Motorcycle Awareness Month, the kickoff of the 2008 riding season, and throughout the summer of 2008, ABATE of Alaska, Inc. will initiate a Public Awareness Campaign designed to reach both Alaska Highway driver and rider user groups to promote safety and awareness while reducing the number of motorcycle crashes and in turn, fatalities, for the 2008 riding season within this state by 25% from 2006 numbers.

The Motorcycle Safety & Education Public Awareness Campaign is designed to educate all Alaska roadway users the importance of sharing the road and provide exposure to training opportunities available to riders of all skill levels.

A primary goal of this Public Awareness Campaign is to increase the general public's awareness of motorcycle riders on the road and reduce the occurrence of crashes between passenger vehicles and motorcycles. Motorcycle Awareness and Safety messages will be delivered to the general public by way of television commercials, public service announcements, and radio safety spots on several stations throughout the state.

ABATE of Alaska, Inc. will also work to establish lasting community partnerships with other transportation-related businesses throughout the State (such as private sector driver training agencies and motorcycle and automobile dealerships) to assist this project by distributing public information materials - as well as rider training schedule information - to newly licensed drivers, bike and car owners.

Further, in an effort to increase rider memberships in ABATE of Alaska, Inc., and in turn, raise funds to support and offset costs associated with facilitating the ABATE Rider Education Program, ABATE of Alaska, Inc. will be present in an official capacity at many statewide rider functions throughout the 2008 riding season.

Implementation Plan

Motorcycle Awareness Month and the 2008 riding season is fast approaching; as a result, ABATE of Alaska, Inc. is standing ready to launch a multi-media Public Education Campaign designed to raise the level of awareness of all licensed drivers /riders and community members that biking season is upon us and to remain alert, follow at safe distances and treat all users of Alaska's highways with common driving courtesy and caution.

The proposed May 2008 Motorcycle Awareness Public Education multi-media campaign consists not only of television commercials and public service announcements scheduled to air in both rural and urban markets statewide, but also radio spots on several stations in the Anchorage, Fairbanks and Juneau listening areas.

Additionally, this campaign will utilize printed materials -highlighting the importance of rider education and public awareness – throughout the project. In addition to using the printed and promotional items at various runs throughout the season, these materials will also be distributed continually throughout the riding season by area businesses that have pledged to support our cause by spreading the word to their customers, family and friends to watch for motorcycles as they travel on Alaska's roadways this season.

ABATE of Alaska, Inc. sponsors many events and participates in multiple activities throughout the year aimed at increasing memberships. Proceeds collected from memberships help offset the costs associated with facilitating the ABATE Rider Education Program and help to keep participant registration fees to a minimum.

A schedule of activities planned in conjunction with ABATE of Alaska Inc.'s 2008 Motorcycle Public Education Campaign is as follows:

Date	Event Title
4/20-26/2008	Motorcycle Awareness and Safety messages delivered via radio spots to Anchorage and Mat-Su listening markets in preparation for 2008 Bike Blessing to be held 4/26/08.
4/26/08	<p>"2008 Bike Blessing"</p> <p>Pastor from City Church blesses the motorcycles of those in attendance in preparation for the 2008 riding season.</p> <p>ABATE of Alaska, Inc. will have membership table available at this event.</p> <p>Anticipated Attendance: 250-300 riders</p>
4/28-30/08	Deliver Motorcycle Awareness and Safety public information materials to area transportation-related businesses for distribution to general public and clients served by these organizations.
4/27-5/3/08	Motorcycle Awareness and Safety messages delivered via radio to statewide audience.
5/1-31/2008	Motorcycle Awareness and Safety message television commercials and public service announcements to air statewide continuously throughout the month of May 2008.

Date	Event Title
5/3/08	<p>"The Gathering"</p> <p>This event will kick off Motorcycle Awareness month within the State of Alaska and is the first official ABATE riding event of the 2008 riding season.</p> <p>ABATE of Alaska, Inc. will have membership table available at this event.</p> <p>Anticipated attendance: 300 – 350 riders</p>
5/17/08	<p>"The 2008 Break-up Run"</p> <p>This event kicks off the 2008 Alaska Motorcycle Riding Season and participating riders travel from Anchorage, AK to Willow, AK.</p> <p>ABATE of Alaska, Inc. will have membership table available at this event.</p> <p>Anticipated attendance: 275-350 riders</p>
6/1-30/2008	<p>Motorcycle Awareness and Safety message television commercials and public service announcements to air statewide continuously throughout the month of June 2008.</p>
6/19-22/2008	<p>"The 2008 Hog Rally"</p> <p>ABATE of Alaska, Inc. will have a membership table at this event.</p> <p>Anticipated attendance: 300-375 riders</p>
7/1-31/2008	<p>Motorcycle Awareness and Safety message television commercials and public service announcements to air statewide continuously throughout the month of July 2008.</p>
7/3-6/2008	<p>"4th of July Run 2008"</p> <p>ABATE of Alaska, Inc. will have a membership table at this event.</p> <p>Anticipated attendance: 300-400</p>
8/1-31/2008	<p>Motorcycle Awareness and Safety message television commercials and public service announcements to air statewide continuously throughout the month of August 2008.</p>
9/20-21/2008	<p>" 2008 Freeze-up Run"</p> <p>ABATE of Alaska, Inc. will have a membership table at this event.</p> <p>Anticipated attendance: 225-300</p>

Providing that funding is obtained to support these efforts, the timeline for completion of the 2008 Motorcycle Awareness Public Education Campaign is slated for August 2008.

Evaluation & Internal Assessment

ABATE of Alaska, Inc. will use both a performance evaluation and an effectiveness evaluation to determine if this project met its goals and objectives.

Since data is not yet available for the 2007 riding season, ABATE of Alaska, Inc. will use 2006 Motorcycle Statistics, obtained from the State of Alaska, Alaska Highway Safety Office as the benchmark for this comparison.

The Performance Evaluation will ask the following:

- 1) Did the 2008 Alaska riding season realize a reduction of at least 25% in the number of motorcycle crashes, from the number of similar incidents in 2006?
- 2) Did the 2008 Alaska riding season realize a reduction of at least 25% in the number of fatal motorcycle crashes, from the number of similar incidents in 2006?

Further, throughout this project's lifespan, ABATE of Alaska, Inc. will strive to increase the number of new members to the organization that will promote and practice safe riding habits in riding communities across our state, as well as raise funds to continue facilitating ABATE Rider Education Programs for riders of all skill levels. An increase in the number of new ABATE memberships indicates the riding community traveling on Alaska's roadways is more educated and thus safer.

The Effectiveness Evaluation will ask the following:

- 1) Did ABATE membership numbers increase during the 2008 season?
- 2) Did ABATE Rider Education Program enrollments increase during 2008?

Future Funding Plan

ABATE of Alaska, Inc. plans to continue building and fostering long lasting partnerships with community leaders and businesses in an effort to increase external support for continuing a statewide Motorcycle Awareness Public Education Campaign annually.

The organization is also actively researching availability of external funds that could be secured to provide financial assistance to riders seeking to either attend a Basic Rider's Course or the Experienced Rider's Course in an effort to improve his/her motorcycle riding skills

Bibliography

Highway Safety, Transportation & Public Facilities, State of Alaska, Alaska Highway Safety Office, 2008

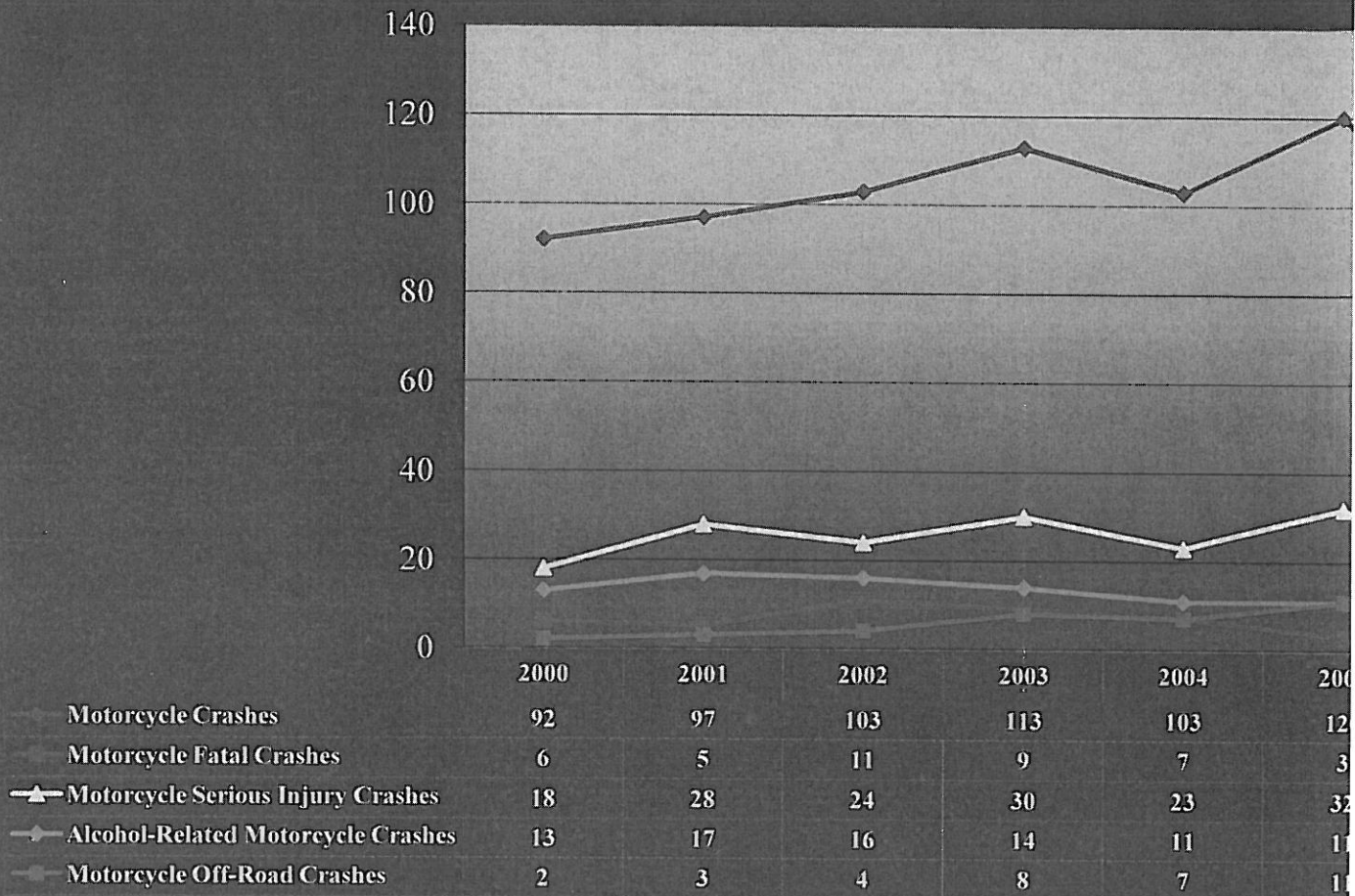
<http://www.dot.state.ak.us/stwdplng/hwysafety/index.shtml>

Highway Safety, Transportation & Public Facilities, State of Alaska, Alaska Highway Safety Office, 2008

http://www.dot.state.ak.us/stwdplng/hwysafety/motorcycle_safety.shtml

**Appendix A: State of Alaska, Dept of Transportation, Alaska Highway
Safety Office, Statistics Chart**

2000-2006 Alaska Motorcycle Statistics



Alaska Highway Safety

Appendix B: ABATE Organizational Resume

Alaska Bikers Advocating Training & Education
A.B.A.T.E. of Alaska Inc., a Non-profit Corporation

P.O Box 92213
Anchorage, Alaska 99509
Phone: (907) 349-2079
Website: www.abateofalaska.com

Our Mission

Since 1983 it has been our mission to promote Motorcycle Awareness Programs to get other motorists to watch out for motorcycles and help prevent accidents.

Since 1993 we have provided the *A.B.A.T.E. Rider Education Program* to train riders of varying skills in the techniques necessary to ride safely on the roads of Alaska.

Our program is certified by The State of Alaska Department of Motor Vehicles as an alternative to the DMV testing.

Working within the legislative and regulatory process we strive to keep motorcycling free from unnecessary or unwarranted laws and regulations, and to promote those that are beneficial to our lifestyle.

Our Approach

To provide a variety of Rider Education courses to meet the needs of the community.

Our most basic class called Kickstart is offered once a week and is geared toward those with no riding experience or are not sure if motorcycle riding is for them.

The most popular of our courses is the Basic Rider Course which is offered twice a week. This class gives you the fundamentals of operating a motorcycle. It is basic, however it moves at a much faster pace than kickstart. The course is spread over three days, which includes five hours of classroom instruction and ten hours of riding.

We offer an Experienced Rider Course, 3 times a week, for the rider who knows what he or she is doing, or thinks they know. Most riders who have never taken a class will be surprised how much they'll learn.

We also offer by appointment the Road Test which is the skills test necessary for DMV endorsement.

We also launch motorcycle awareness campaigns each summer to make motorist more aware of us and promote safe riding. The activities included in this section are determined by the amount of funding available for that year.

Appendix C: ABATE of Alaska, Inc. Board of Directors List

2008 ABATE of Alaska, Inc. Board of Directors

Mina Douglas, Chairman

Dan Coffee, Legislative Officer

Alberta Breshears, Public Relations/Gaming Officer

Steve Reinhart, Run Coordinator

Dan "RC" Owens

Jon Lang

Appendix D: Memorandum of Agreement

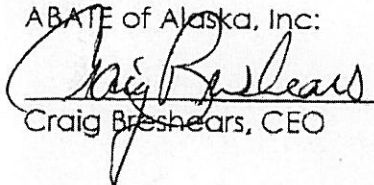
Memorandum of Agreement:
Between
Alaska Biker's Advocating Training & Education of Alaska, Inc.
and
Stripling Advertising

Alaska Biker's Advocating Training & Education (ABATE) of Alaska, Inc. and Stripling Advertising have entered into this Memorandum of Agreement on the 8th day of April 2008. The intent of this Memorandum of Agreement is to collaboratively promote Motorcycle Awareness and Safety throughout the State of Alaska during the 2008 riding season (May 2008 – Sept 2008).

This agreement is intended to represent community partnership support in conjunction with the submission of a proposal for funding to the State of Alaska, Department of Transportation, Alaska Highway Safety Office by ABATE of Alaska, Inc..

It is understood that both parties shall support and promote the spirit of this agreement to promote Motorcycle Safety and Awareness throughout the State of Alaska for the length of this agreement, as stated above.

Executed for:
ABATE of Alaska, Inc:


Craig Breshears, CEO

Executed for:
Stripling Advertising


Authorized Signature Authority

Appendix E: ABATE Business Member Listing



A.B.A.T.E. of Alaska, Inc.

Alaska Bikers Advocating Training & Education

Business Members

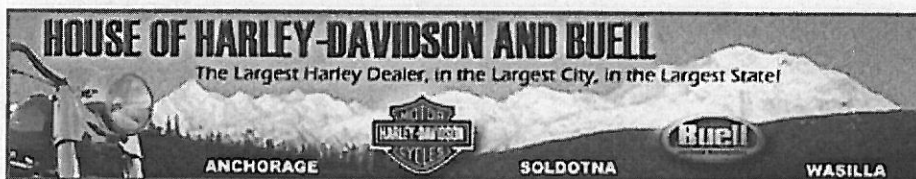
Support these business that support your freedom to ride!



Alaska Leather



AK Cycles



House of Harley Davidson & Buell

Alaska Motorcycle Dealers Association

Don Jose's Resturant

Tolsona Lake Lodge - Glenallen

Jewelry Cache

Arctic Attack Stunt Demo Team

A&M RV Center

Alpenglow Consultants

Reilly's Irish Pub

Madhatter

Buckaroo Club

VFW Post 9981

DreamCatcher Custom Cycle

Pete's Tobacco

Landing Latte

Raymond James Financial Services

Northern Knives

Apogee Studios

Classic Motion

R&R Garage

Alaska Canine Service



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